



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

A. G. Kawamura, Secretary

April 26, 2007

**NOTICE OF PUBLIC HEARING
TO CONSIDER THE CONTINUATION OF THE
MARKETING ORDER FOR DRIED FIGS, AS AMENDED**

TO THE PRODUCER OR PROCESSOR OF DRIED FIGS ADDRESSED:

The California Department of Food and Agriculture (CDFA) is calling a public hearing to consider continuation of the Marketing Order for Dried Figs. This hearing is called pursuant to Section 59086 of the California Marketing Act, (Chapter 1 of Part 2, Division 21 of the Food and Agricultural Code), which requires CDFA to conduct a public hearing every five years to determine whether the operation of the Marketing Order should be continued.

The California Fig Advisory Board, under the authority of the Marketing Order, conducts mandatory inspections of dried figs, and conducts generic promotions on behalf of dried figs. These activities are funded by mandatory assessments upon all California producers and processors of dried figs. The last hearing regarding the continuation of the Marketing Order was conducted in 2002. Therefore, notice is hereby given that a public hearing is being called to once again consider continuation of the Marketing Order. The hearing is scheduled as follows:

DATE AND TIME	LOCATION
Wednesday May 30, 2007 Beginning at 10:30 a.m.	Grand Occasions Catering and Banquets, Topaz Room 4538 West Jacquelyn Avenue Fresno, CA

HEARING PROCEDURE

At the hearing, CDFA staff will present testimony with respect to the procedure used to develop the official list of dried fig producers and processors used to mail this notice of public hearing, and will receive testimony and evidence, both oral and documentary, with respect to all necessary and relevant matters, specifically including the following:

1. The matters which are covered in Article 6, commencing with Section 58771, and Article 7, commencing with Section 58811, of the California Marketing Act, which relate to the public hearing process, including notification of affected parties and the process of the hearing itself;
2. The production, economic and marketing conditions affecting the California dried fig industry, some or all of which may be impacted by the activities of the California Fig Advisory Board;
3. Any conclusions about the application of the Dried Fig Marketing Order's provisions on the production, economic and marketing conditions within the California dried fig industry;
4. Whether the Marketing Order is an effective tool in meeting the declared purposes and attaining the declared objectives specified in the Marketing Act, which include development of markets, solutions to production and marketing problems, and improvements in the economic conditions for dried fig producers and processors.



HEARING PREPARATION

At the hearing, those who favor the continuation of the Marketing Order should offer testimony that supports the activities being carried out by the Board. Witnesses should provide examples of how Board funded inspection and promotion activities have aided the industry to remain competitive. Supporters of the Board may also wish to discuss the future needs of the industry that could be addressed if the Board was continued.

Those against the continuation of the Marketing Order should provide testimony and give examples of why they believe that Board programs have not worked for the industry. Arguments should support the premise that the industry's interests would be better served without the Order.

In preparing their testimony, witnesses may wish to direct their comments toward the following questions:

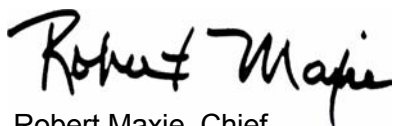
- What have been the accomplishments or deficiencies of the Board over the past five years? Is the industry better off because of the Marketing Order or has it not been cost effective? Is there a better way to advance the interests of the dried fig industry other than through the operation of this Marketing Order? Have the activities conducted by the Order conducted benefited the industry? If so, how? If not, why not?
- Is the Marketing Order capable of addressing industry problems? Are changes necessary to allow the Order to better serve the industry? If so, please provide specific examples/details.
- Have the assessment monies been spent wisely, efficiently, and according to the authority granted to the Fig Advisory Board by the California Marketing Act? How could the cost efficiency of the Marketing Order's activities be improved?
- What are the problems and opportunities facing the California dried fig industry in the next five years? How should the Marketing Order operate to address these problems and opportunities?

Written comments will be accepted if mailed to CDFA Marketing Branch, Attention Glenn Yost, 1220 N Street, and Sacramento, CA 95814, **postmarked not later than May 30, 2007.**

The hearing transcript and all written comments will be considered by CDFA in determining if the California Fig Advisory Board will be authorized to continue. If the testimony presented at the hearing generally supports the continuation of the Board, CDFA may authorize it to operate for another five years. However, if CDFA finds from the submitted evidence that a substantial question exists as to whether the Board is fulfilling its declared purposes, CDFA will conduct a vote of dried fig producers and processors to determine if the Board should be continued.

All dried fig producers and processors, and other interested persons are invited to attend and participate in this hearing. If you have questions regarding this hearing, please call please call Richard Matoian, Manager of the California Fig Advisory Board, at (559) 440-5400 or Glenn Yost of the Marketing Branch.

Sincerely,



Robert Maxie, Chief
Marketing Branch